



ANOTHER DELICIOUS RECIPE FROM THE BOOK COOKS

So, You Want to Write a Book?

Serves: potential clients and students as an incentive to use my services. Can be served as a printed booklet or as an electronic PDF file.

Requirements: knowledge of subject and access to design and print services

Ingredients

- 10 tips on a common theme.
- 10-20 short testimonials from clients and students
- 1 x author biography (upbeat)
- 1 x author photograph (recent and professional)
- 1 x 1 page introduction to the topic of 200-250 words
- 1 x list of products, services and contact details
- 3 x people to give you product feedback before it is printed
- 1 x proof-reader

Method

- 1 Create a 16 page document in the same dimensions as your final printed booklet (usually about 9cm x 20cm).
- 2 Create footer text for each page, this could simply be your website name.
- 3 Select testimonials for inside front cover.
- 4 Choose layout for testimonials, perhaps:
 - Quote in single inverted commas
 - New line
 - Name of referee, comma, name of company
- 5 Type up testimonials in the chosen format and put on page 2.
- 6 Write author biography.
- 7 Place author photograph and biography on page 3.
- 8 Write introductory copy and place on page 4.
- 9 Choose a layout for each of your ten tips, perhaps:
 - Title
 - Line space
 - Introductory paragraph of up to 150 words
 - Line space
 - List of 4 – 6 bullet points
- 10 Write tip text on 10 separate pages from page 5 – 14
- 11 Ensure tips are in an appropriate order
- 12 Write promotional copy that advertises your products, services and contact details.
- 13 Put promotional copy on page 15.

- 14 Select your best 3 or testimonials for the back cover (page 16) and place here according to set format
- 15 Add any extra contact details, a price, and other useful promotional information to page 16.
- 16 Re-read and edit all content.
- 17 Ask three people for their feedback on the content and layout of your tips book (with at least one who knows the subject and one who does not).
- 18 Ask a third party to proof-read your copy.
- 19 Brief designer and decide on possible front cover design, title and copy.
- 20 Submit your copy to designer for final layout that can be used for printing real and electronic copies.
- 21 Brief printer and obtain quote (your designer may be able to do this).
- 22 Proof-read final version before it goes to print.
- 23 Print.